

Message Text

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16

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UNCLAS JIDDA 0793

USIAC

E.O. 11652: N/A

SUBJECT: POST PROGRAM CROSS CULTURAL MANAGEMENT: ARS VOLTR
SPEAKER BRIAN O'NEIL

1. AFRICAN REGIONAL SERVICES LECTURER DR. BRIAN O'NEIL
RECEIVED HIGH MARKS FROM BOTH SAUDI AND AMERICANS PARTICIPANTS
IN POST DEVELOPED SEMINARS ON CROSS CULTURAL MANGEMENT. AS
ACADEMIC EXPERT O'NEIL ABLE TO SERVE AS CATALYST IN LEADING
SEMINARS WITH LOCAL AMERICAN CONTRACT MANAGERS AND SAUDI
COUNTERPARTS PROVIDING, AS POINTED OUT BY PARTICIPANTS,
UNIQUE AND CONSTRUCTIVE OPPORTUNITY FOR OPEN DIALOGUE AND
PROBLEM IDENTIFICATION IN HIGHLY SENSITIVE FIELD.

2. O'NEIL PERFORMED AS EXPERIENCED CONSULTANT, SHOWING
PROPER AWARENESS OF POLITICAL, PERSONAL, AND PROFESSIONAL
SENSIBILITIES INVOLVED. WITHOUT RUFFLING FEATHERS O'NEIL
ELICITED AND EXPOSED EACH GROUP'S VIEWS OF PROBLEMS IN
WORKING WITH THE OTHER AND INSPIRED ARTICULATION OF DESIRES
TO CONTINUE THE DIALOGUE AND TO ATTACK PROBLEMS WHOSE SOLUTION
MIGHT LIE IN TRAINING PROGRAMS.

3. SEMINARS ORGANIZED BY USIS IN RIYADH AT THE INDUSTRIAL
RESEARCH AND DEVELOPMENT CENTER AND IN JIDDA AT THE KING
ABDUL AZIZ UNIVERSITY IN RESPONSE TO AMERICAN BUSINESSMEN'S
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REQUESTS TO COMMERCIAL ATTACHE. JUDGING FROM COPIOUS NOTES

TAKEN BY MOST PARTICIPANTS AND COMMENTS FROM A FEW, SEMINAR
OUTPUT WILL FIND USE WITHIN PARTICIPATING FIRMS AND COULD
LEAD TO LOCAL EDUCATIONAL PROGRAMS PREPARED BY SAUDI
INSTITUTIONS FOR WESTERNERS WORKING IN KINGDOM.

4. INFORMATION GENERATED ALSO USEFUL COMMERCIAL ATTACHE
WHO FREQUENTLY CALLED UPON TO BRIEF AMERICAN FIRMS ATTEMPTING
TO ENTER SAUDI MARKET.

5. O'NEIL PROGRAM CONSIDERED BY POST TO BE DEFINITE CREDIT TO
USIS AND COMMERCIAL ATTACHE IN RESPONDING TO INTERESTS AND
NEEDS THEIR RESPECTIVE CONTACTS AND AUDIENCES.
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